

YOUR CONNECTION TO THE GOODNESS THAT GROWS IN NORTH CAROLINA

THE LINC



Fall 2006



got to be NC **BIG CART** **ROLLING ACROSS NORTH CAROLINA**

Goodness Grows in North Carolina has put its newest promotional vehicle in motion on the highways of North Carolina - The Got to Be NC Big Cart. The Big Cart, as it is referred, is an oversized shopping cart approximately 13 feet high by 15 feet long with a Chevrolet 396 V8 big block engine.

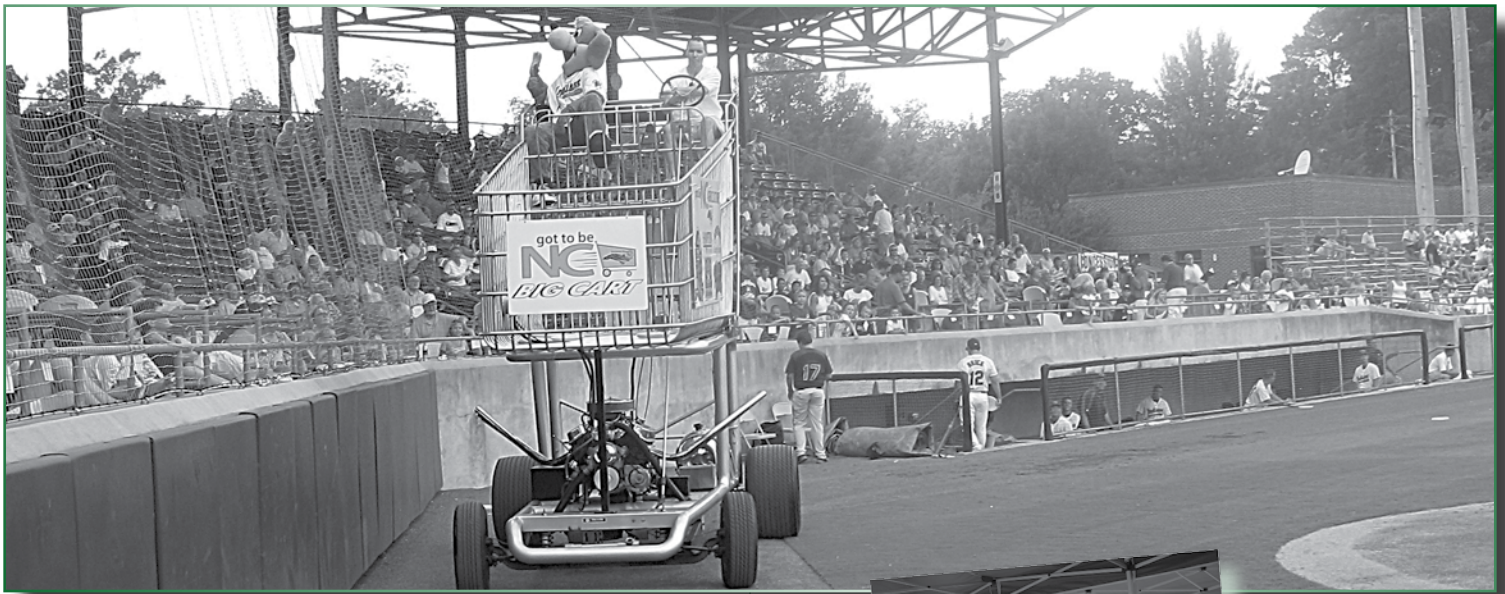
The Big Cart has made rounds in North Carolina after debuting at the Raleigh Farmers Market Festival on July 13, 2006. It has visited Raleigh, Greensboro, Concord, Wake Forest, Greenville, Mount Olive, Kinston, Murfreesboro, Zebulon, Fayetteville and the Mountain State Fair in Asheville on its journey thus far and has been featured in news stories by WITN-TV in Greenville, The News & Observer in Raleigh, The Mount Olive Tribune in Mount Olive, The Free Press in Kinston, and The High Point Enterprise in High Point to name a few.

We are excited about how the Big Cart raises awareness to the numerous products that are grown, raised and processed in the state. A special thanks to Anne's Old Fashioned Dumplings, Flowers Bakery, Hampton Farms Peanuts, House Aurty Mills and Neese's Country Sausage for helping make the Big Cart a reality and their commitment to the success of the Got to Be NC campaign. It is with the support of members that we are able to promote North Carolina Agriculture and raise awareness of the products available from North Carolina companies and farmers with such success.

The Got to Be NC Big Cart will be on tour and visiting a city near you, including the State Fair in Raleigh. It will participate in festivals, parades and grocery store promotions around the state to heighten awareness of North Carolina agriculture and Goodness Grows in North Carolina members. For more information and a schedule of events, please visit www.GottoBeNC.com.

If you would like to get involved in sponsorships like this, please contact Jeff Thomas at jeff.thomas@ncmail.net or 919.733.7887 ext. 278.

See inside for more news about the Goodness Grows Program, Retail, Food Service, Produce, Horticulture and International.



The Big Cart & Baseball, It's Big Fun

The Got to Be NC Big Cart was a hit with minor league baseball fans. In August, the Big Cart made appearances at the Kinston Indians, Carolina Mudcats and Durham Bulls baseball games. It was met with cheering fans in awe of its size and sound. The most heard comment from baseball fans was, "That's a big cart, I bet it will hold a lot of groceries." Indeed... Just how many groceries still remains to be seen. So far, the only thing we have filled the cart with is a basket full of Muddy the Mudcat and Scout the dog, mascots for the Mudcats and Indians respectively.

Before and during the games, the Big Cart was placed on display for onlookers to pose for pictures, receive samples of sponsor products and Got to Be NC items. At the end of one-half inning, the cart made a trip around the warning track of the outfield wall and passed in front of the seating areas for fans to see it in action. The Indians hosted a contest of participating fans attempting to throw a flying disc into the cart to win a prize with Scout riding shotgun. The Mudcats had Muddy in the basket throwing Got to Be NC Big Cart t-shirts into the stands for lucky fans to take as a souvenir of the night.

Minor league baseball and Goodness Grows in North Carolina have partnered to make this a successful year for both. It is a natural fit in a family environment to promote North Carolina agriculture.

If you would be interested in getting involved with promotions like this, please contact Jeff Thomas at jeff.thomas@ncmail.net or 919.733.7887 ext. 278.



Got to Be NC Watermelon... A Sweet Treat for the Fourth of July

Raleigh Parks and Recreation hosted the annual Fourth of July Celebration at the State Fair Grounds in Raleigh with food, music, fireworks and, of course, they had to have North Carolina watermelon.

Promoting the Got to Be NC campaign, Commissioner Troxler and the NCDA & CS Domestic Marketing Division passed out samples of delicious North Carolina watermelon to visitors. There were approximately 2000 pounds of Eastern North Carolina watermelon consumed during a two-hour period.

It was an opportunity to showcase the quality produced in the state and bring to mind the sweetest, juiciest watermelon you can get is from North Carolina. Many of the patrons of the sampling took the opportunity to look over sample baskets of North Carolina products on display from some Goodness Grows in North Carolina member companies.

Retail

Snapshots of Success in Retail



Hills Super Markets did a great job promoting NC products this summer. Above is a newspaper ad promoting snap beans and corn. Also pictured above is the banner that is featured at the bottom of the newspaper ad every week.



Lowes Food Stores featuring North Carolina Shrimp and Seafood ad.



Food Lion project for the month of June, "Celebrating North Carolina Days", was a major success with many of the NC companies featured experiencing increase sales. The photo above is from the Food Lion Store in Cornelius, NC where we had several different companies sampling their products. The Got to Be NC box truck was on hand as was the Goodness Grows in NC Balloon. Also pictured is a Food Lion coupon book featuring NC Products.

Golden Leaf Grant Makes an Impact

GOLDEN LEAF



Many retail and foodservice promotions were greatly enhanced with the help of the Golden Leaf Foundation grant received last November. The grant was awarded to help promote the Goodness Grows in North Carolina program through the Got to Be NC campaign.



Piggly Wiggly participated in activities this summer that included sampling events, radio remotes. A new 4' shelf strip identifies North Carolina products. The Mt. Olive Piggly Wiggly was one of our live remote locations where we had NC companies sampling their products and an appearance by the Big Cart.



Wal-Mart celebrated North Carolina Days in their stores in the month of July, with displays on grocery, meat, dairy, and produce. During July, a peak vegetable month, Wal-Mart had multiple produce islands all from North Carolina Farmers as well as many grocery and meat items on display. North Carolina companies are once again experiencing increased sales.

Support Those That Support You

Due to the growing number of participating members of the Goodness Grows in North Carolina program and Got to Be NC campaign, this is a great time to remind you, the North Carolina producer, that some of the best and highest quality products anywhere are right in your own state. We would like to encourage you to source your ingredients for processed products from North Carolina. There are great resources available to you to locate the items you need for your products. If you need help, please contact the NCDA & CS at 919.733.7887.

There have been numerous grocery and foodservice promotions this past summer alone and will continue to grow over the coming months and years. We strongly urge utilizing our logos on labels, packaging and advertising for consistency of the Got to Be NC message. The logos are available for download at <http://www.ncagr.com/markets/gottobe/logo> or via CD by request. We have placed emphasis on retailers that feature NC products via ads, displays and in-store signs, so help us by designating your products as member products.

If you have questions about any retail, foodservice or advertising opportunity, please contact G.W. Stanley, Matt Tunnell, Jeff Jennings or Jeff Thomas at 919.733.7887 for more information.

Foodservice

Best Dish in NC Winners Crowned

The Goodness Grows in North Carolina program set out to determine who did the best job at creating tantalizing recipes using local ingredients and serving them to the good folks of North Carolina. Now we know!

K&S Cafeterias based out of Raleigh, NC, and Crippen's Country Inn & Restaurant, located in Blowing Rock, NC, have won the 2006 Best Dish in NC Restaurant Contest! K&S won for the top chain restaurant and Crippen's claimed the top spot for independent restaurant. K&S offered a choice of San Francisco chicken or low calorie grilled chicken breast with sweet potato side dishes and fresh homemade strawberry desserts. Crippen's served NC watermelon salad over sage flatbread and balsamic vinaigrette along with pecan crusted oven roasted NC flounder.

Restaurants sent in their entries to be judged on use of NC products, creativity and feature of the dish. Finalists were chosen for judges to visit and critique based on the presentation and taste along with the above mentioned criteria. Finalists for the chain category included BBQ & Ribs Company (2nd place) and Earth Fare Cafés (3rd place). Independent restaurant finalists were Bistro by the Sea (2nd place), The Angus Barn (3rd place), 18 Seaboard and Childress Vineyard's Bistro. Winners will be featured in the October edition of *Our State* Magazine.

Goodness Grows in NC would like to thank Marilyn Markel, Cooking School Manager at A Southern Season, Peter Lehmuller, Dean of Culinary Education at Johnson & Wales University, and B.C. Hedgpeth, Restaurateur, for serving as this year's judges.

Visit www.GottoBeNC.com and look for the Best Dish in NC logo for details about our winners and how your favorite restaurant can participate in next year's contest.

If you're interested in next year's contest or would like to know how the Goodness Grows program can help you, please contact Matt Tunnell, Foodservice Marketing Specialist, at matt.tunnell@ncmail.net.



Goodness Grows in NC Sales Staff Incentive Program

Goodness Grows in North Carolina has had amazing results from sales staff incentive programs in the past. Sales of NC products have increased as much as 15% over the course of these eight-week promotions. With this success, more and more foodservice distributors are participating in a Goodness Grows in NC Incentive Program designed to reward sales staff members for increasing their NC product sales. Sales reps earn points for cases sold over their average during a regular shipping period of six to eight weeks. The program rewards weekly winners along with total point winners. Special bonuses are rewarded to distributors who start buying produce items from NC that they were getting from other states.

The goal for each distributor is to increase sales of their NC products by ten percent or more during the late summer/early fall period. Participating distributors include EG Forrest, Institutional Food House (IFH), Pate Dawson, Southern Foods and US Foodservice.

Restaurant News

Goodness Grows in NC is working hard to promote the wonderful products being served this fall in restaurants across the state.

- Golden Corral is featuring fall produce on their buffet line and letting their customers know when it comes to serving the best fruits and vegetables, it's Got to Be NC produce!
- Texas Steakhouse & Saloon featured NC chicken breasts and loaded sweet potatoes during two wait staff contests during August and September.
- Chef & the Farmer Restaurant in downtown Kinston, NC will be featuring a different NC dish each month during the Goodness Grows wait staff contest.
- Café Zito will host a four to five course NC dinner for coastal and southern food media highlighting their use of local products with a Mediterranean flare.
- Sharpie's Grill & Bar will be hosting a NC Food & Wine dinner featuring all local meats, seafood and produce paired with a great tasting wine made here in NC.

Visit your favorite restaurant and ask what NC products they're featuring for you this fall!

Produce

North Carolina Cabbage



Got to Be NC Cabbage media kits, packed with nutrition information and facts about North Carolina cabbage and the Got to Be NC Agriculture marketing campaign, were mailed to all NC Cooperative Extension Home Economists across the state. Home Economists were rewarded with "Cabbage Cash" totaling approximately \$2,000.00 for the best newsletter and newspaper articles, radio talk shows, and TV shows promoting NC cabbage and the Got to Be NC campaign.



During the first week of July, a Cabbage Raisin Cole slaw, prepared with North Carolina cabbage, was featured during in-store demos at eleven Farm Fresh Supermarkets in southeastern Virginia. 1,878 consumers sampled

the recipe and took home a recipe card and cabbage brochures. According to Innovative Sales and Marketing, the company that performed the demos, consumer feedback about the Cole slaw was great. Some of the consumer comments were: "The salad is very great", "Unusual combination", "Healthy", "Quick and easy recipe" and "Loved the cabbage".

For more information relating to cabbage, please contact Tommy Fleetwood at tommy.fleetwood@ncmail.net or 252-331-4773.



Horticulture

Trade Shows

The NCDA&CS Marketing Division set up and manned exhibits promoting North Carolina Grown plants at the Southeast Greenhouse Conference and Trade Show in Greenville SC, Landscape Color Field Day in Raleigh, The Southern Nurserymen Association Trade Show in Atlanta GA, and the North Carolina Association of Nurserymen Summer Green Trade Show in Greensboro.

Green Industry Promotional Point of Sale Materials

Pot pricing stakes, plastic NC Plants promotional signs, and other materials promoting North Carolina plants and Christmas trees are available free to North Carolina growers and retailers. Contact Bill Glenn at 828-253-1691 or bill.glenn@ncmail.net, or John Aydlett at 252-331-4773 or john.aydlett@ncmail.net for more details.



Goodness Grows member Ash Greenhouse and Nursery received the "Best Green Goods Booth" Award at the Southeast Greenhouse Conference and Trade Show, Greenville SC

International

Commissioner Troxler Promotes NC Products in Europe

Commissioner of Agriculture Steve Troxler led a 14-member delegation of North Carolina farmers and agricultural officials to Europe in order to market and promote North Carolina products on June 4, 2006. The delegation returned to North Carolina on June 11 after a fast-paced series of tours and meetings with importers, processors, and agricultural officials in Denmark, England and Northern Ireland. The six-day mission targeted importers and processors of important North Carolina crops including tobacco and sweet potatoes. The delegation members met with agricultural leaders and policy makers from Denmark and the United Kingdom, and with the United States Department of Agriculture officials in both countries, in order to build partnerships and better understand the production situation and agricultural marketing opportunities in the target markets.

Restaurant Show in the UK

The NCDA&CS International Marketing staff, in conjunction with the North Carolina Sweet Potato Commission, carried out a generic sweet potato promotion at the Restaurant Show in London, UK from September 18 - 20, 2006. The show was widely attended by the UK's food service sector, and included chefs, hotel and restaurant managers and food service distributors.

The North Carolina sweet potato booth at the Restaurant Show was flooded with interest and curiosity as a wide variety of recipes incorporating North Carolina sweet potatoes were prepared for visitors. The goal of the promotion was to stimulate the interest of British Chefs and convince them to

use more NC sweet potatoes in their recipes. This goal was accomplished as booth staff distributed over 500 recipe cards and passed out recipe samples that were prepared with over 400 pounds of sweet potatoes.

NCDA & CS Welcomes Peter Thornton

Peter Thornton joined the Marketing Division in June as the Assistant Director of International Marketing. He replaces Charles Hall who is now with the North Carolina Soybean Association. Previously, Peter was the Vice President of International Marketing for the American Peanut Council in Alexandria Virginia. Before that, he worked in various positions in the Asia Division of the American Soybean Association in St. Louis Missouri. Peter and his family are moving to North Carolina to join up with the rest of his family who are long time North Carolinians.

The International Marketing department is charged with developing export markets for North Carolina agriculture related products. It has seen tremendous success in the past bringing international buyers together with North Carolina suppliers of forestry, sweet potatoes, processed foods and several other products. The staff has worked closely with several producer associations to develop new demand for North Carolina products in international markets. They have successfully introduced products unique to North Carolina to new audiences. Peter looks forward to capitalizing on those successes in the international markets, by utilizing the agriculture related

Apply Today!



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Every purchase means marketing funds for the Goodness Grows in NC program!
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Need Logos?



We have a new site where you can download the logos for Goodness Grows in North Carolina and Got to Be NC.

www.ncagr.com/markets/gottobe/logo

If you have any questions about logo usage, contact Jeff Thomas at 919.733.7887 or jeff.thomas@ncmail.net.

Welcome to Our Newest Goodness Grows in North Carolina Members

Since the last newsletter we have had several new members join the Goodness Grows in North Carolina program. Please join me in welcoming them to the membership.

- **Bakers Southern Traditions** – Maker of Southern Blister Fried (lightly salted and unsalted) and Carolina Cajun Peanuts – *Rich Square, NC*
- **Barnes Best BBQ Sauce** – Maker of Barnes Best BBQ brand sauce – *Advance, NC*
- **Carteret Catch** – Non – Profit agency promoting the fishing industry in Carteret County (Member of Goodness Grows in North Carolina sister program, Freshness From NC Waters) – *Morehead City, NC*
- **Chef & The Farmer** – Restaurant utilizing goat cheese, chicken, pork, potatoes, tomatoes, corn, squash, garden beans and pecans – *Kinston, NC*
- **Critcher Brothers Produce Inc. - Grower of cabbage, potatoes and Christmas trees** – *Deep Gap, NC*
- **El Paraiso Restaurant** – Producer of Mexican Salsa and Mole sauces – *Cornelius, NC*
- **Elliott's Rocky River Vineyard** – Maker of fine NC wines – *Midland, NC*
- **Embler's Greenhouse** – Grower of bedding and vegetable plants, perennials, container gardens, hanging baskets, mums and poinsettias – *Thomasville, NC*
- **Fred's Food Club** – Associate Member wholesale store utilizing North Carolina vendors – *Rocky Mount, NC*
- **Frog Island Seafood** – Producer of Frog Island brand seafood products including crabmeat, soft and hard shell crab – *Elizabeth City, NC*
- **George Weston Bakeries** – Maker of Dutch Country brand bread items – *Raleigh, NC*
- **Hedgepeth Farms** – Produce Grower – *Conway, NC*
- **Hérons Restaurant at the Umstead Hotel** – Associate member utilizing North Carolina meat, seafood, produce and herb products – *Cary, NC*
- **High Country Bottling Company** – Bottler of High Country Mountain Spring Water – *Greenville, NC*
- **Hollifield Farm** – Grower of potatoes, sweet corn, garlic, leafy greens and nursery items – *Marion, NC*
- **Huntman Sauces** – Producer of Coondog's brand barbecue sauce – *Washington, NC*
- **K.W. Gettys Farm** – Select beef producer – *Ellenboro, NC*
- **Lazy J Ranch** – Producer of natural Beef and pork – *Zebulon, NC*
- **Moore's BBQ** – Maker of Moore's BBQ brand vinegar based barbecue sauce – *New Bern, NC*
- **Old Hickory Barbecue, Inc.** – Maker of fine pre-packaged barbecue products – *Godwin, NC*
- **Onslow County Farmers Market** – Farmers market featuring North Carolina produce, meats, cheeses, eggs, plants and herbs – *Jacksonville, NC*
- **Restless Wind Farm & Nursery** – Producer of nursery items – *Supply, NC*
- **Shelton Vineyards** – Maker of wine from vinifera grapes – *Dobson, NC*
- **Triple C Farms** – Watermelon, squash, cantaloupes, okra and cattle producer – *Lucama, NC*
- **Watauga County Nurserymen Association** – Association representing the Watauga County, NC nursery and Christmas tree growers – *Boone, NC*
- **White Swan BBQ, Inc.** – Associate member utilizing North Carolina ingredients – *Four Oaks, NC*



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the monthly prize drawing.

Goodness Grows On The Roads

Show your support for Goodness Grows in NC and NC's number one industry. If you are interested in a GGINC license plate for your personal car or company fleet go to www.goodnessgrows.org to download an application.

Please note that we are required to have 300 paid applications before the tags can be printed.



THE LINC

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